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5th Ed.

[1963]

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Native American Holly Farms

115 S. Penn Street

Manheim, Pennsylvania

Price 35 Cents

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U. S. DEPARTMENT OF AGRICULTURE



Native American Holly Farms

Manheim, Pennsylvania

MEMBER HOLLY SOCIETY OF AMERICA

Thank you for your interest in our pet subject—Hollies. This booklet will answer most of your technical questions, but perhaps you'd like to know how we raise our "children."

Nursery school opens in late July, when we take our cuttings. There the little dears remain all winter under a warm glass blanket, and by early spring they are ready to go to first grade. Each little Jim and Jane is given a smart metal ring to tell their teachers their name and origin. Jim sports a white plastic ring to show he is the man of the family, and all are in 3-inch pot uniforms. Jim and Jane stay in elementary school for one to two years. They are disciplined by hard prunings now and then, and are given tender love and care with liberal amounts of food and water. We have very few delinquents, and mortality is very low.

After two years they are ready for Junior High. Knowing the energy of this age, the teachers "pin their ears back" but good, right from the start, trimming off all wild-looking branches but saving the sturdy trunks. They are put in 6-inch pots, so they have lots of room. Here they stay through High School with more pruning, food and water to make them good responsible citizens by graduation time. Their trunks are straight and sturdy, and the persistent discipline of pruning has given them well-rounded characters. Needless to say, there are few casualties.

Graduation time means 5-gallon containers as a diploma. Here they are planted with the same selection any college or employer requires. They are beautiful specimens of which the teachers are proud, and the principal can recommend any one of them for any job anywhere. They can be moved any time and are indeed ready for the world of hard knocks. Their balanced diets have developed sturdy, well-formed bodies and boy! the berries on the older dames are something!

After these adolescents finish college, they are ready to leave home and assume their rightful place in your lawn or garden. Exotic Hollies will delight anyone interested in growing things (and who isn't?) . . . especially those who "have everything."

Edgar and Louise Diehl

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FIFTH EDITION

[1963]

We acknowledge the illustrations in this booklet which have been selected from J. Harold Hume's book on "Hollies" and from the files of the New Jersey Silica Sand Co.

Introduction

A Holly, unlike many other trees, resembles people in that the trees are either Male or Female. The leaves of both kinds are thick and spiny and are of a dark green color. Holly never sheds all of its leaves at one time; as a matter of fact, it always retains the leaves for two years, and in the spring when new growth begins it then loses the leaves that formed two years ago. This cycle continues for the life of the tree. It is not unusual to find Holly for the first twenty years of its life, if properly cared for, attaining a growth of more than a foot a year. Holly trees are known to have grown 50 feet and taller and have attained trunk diameters of more than 2 feet. Some of these trees growing today are estimated to be 300 or more years old.

In America we have Hollies that were planted at Williamsburg, Virginia, and at Mount Vernon in the days of the early settlers. It is entirely possible that George Washington was instrumental in the planting of some of these old trees.

Unfortunately, in America the better Hollies were not cared for properly, and a large portion of the specimen trees were used as timber or for the manufacture of furniture. The textile industry also used large quantities in the production of bobbins and looms. In later years much of the remaining Holly was cut for holiday decorations, with little thought given toward replacing the trees that were destroyed.

Holly has played a picturesque part in the history of the world. There is much folk-lore, legend and myth connected with it. History tells us that the ancient Druids carried on their custom of burning the yule log, which signified the burning out of old wrongs and heartaches. No one on whom the light of this flame fell could nourish any resentment or have any ill feeling toward his fellow men. A little while later we find that the Christians used Holly as a Christmas green because the spiny-tipped leaves and bright red berries symbolized the crown of thorns and drops of blood that our Lord Jesus shed for us.

ILEX OPACA
(*American Holly*)





A Living Christmas Greeting

FEMALE ENGLISH
(*Aquifolium*)

VARIEGATED ENGLISH
(*Aquifolium*)

CHINESE
(*Cornuta*)

Typical Christmas Hollies showing gaily colored package and attractive pots. See page 6 for complete details.

Christmas Hollies

Living Hollies make wonderful indoor plants. They are both interesting and beautiful and can be used as individual plants, each in a separate pot, or can be grouped in a planter arrangement. They should be cared for as described on page 7.

The shiny, waxy leaves of the English, Chinese and Burfordi Hollies are best adapted to indoor use, and it is for this reason that all Christmas plants are of these varieties. All Christmas plants are two years old or more, and branched. These are the same Hollies that we grow to specimen size.

Each year we ship thousands of these fine plants at Christmas time. The plants are packaged individually in attractive, three-color cartons, and we make direct shipments by parcel post.

Many of our customers follow the Christmas greeting plan for several years by using individual plants each year and changing the variety in succeeding years. The price on these Hollies packaged for Christmas shipment is only \$3.00 each, regardless of variety selected. Orders for Christmas shipment must be received before December 1, to allow time for packaging.

On page 5 we have illustrated several of the Christmas plants with an appropriate order blank on page 8. Tear from booklet and use as your order form.

Your Potted Holly

Small English Hollies may be kept indoors, where they prove to be very interesting house plants. Always keep them in a reasonably cool location, being particularly careful to avoid setting them near a radiator or warm air register and no higher than window-sill level. You may locate your Holly anywhere, as exposure is not important.

Give your Holly a little water every day. Proper watering will maintain a rich brown color on the peat moss on the top of the container. Maintain this coloration at all times and never let it get dry, or your Holly will lose its leaves and die.

Hollies must be protected for several years if you intend to grow them into outdoor specimens. It is a good procedure to replant them in a 6-inch red clay pot in the spring, and then plant pot and all outdoors in the flower bed. Water your Holly thoroughly every several days while outdoors. If you follow this procedure, your plant will thrive and you can again enjoy it as a house plant next winter. If you prefer to leave it outdoors, protect it as described on page 10.

In order to produce fruit, Holly must be several years old and will require a male plant for pollination. See page 18 of this booklet covering the sex of Hollies. We mark the male plants with a white ring for proper identification.

TO Native American Holly Farms
Manheim, Pennsylvania

Date.....
Phone Number.....
*Express Office.....

Ship prepaid the following Christmas plants, individually packaged, to the
address on separate list attached; or per labels enclosed.

.....Female English Green (Ilex aquifolium), \$3.00 ea.
.....Male English Green (Ilex aquifolium), \$3.00 ea.
.....Female English Variegated (Ilex aquifolium), \$3.00 ea.
.....Female Chinese (Ilex cornuta), \$3.00 ea.
.....Self-pollinating Ilex cornuta Burfordi, \$3.00 ea.
*25 Assorted (your choice) packed in bulk, \$50.00 lot

Total \$.....

Pennsylvania residents must add Sales Tax.....

Amount enclosed—No C.O.D. shipments \$.....

Above plants are available for either spring, fall or Christmas shipment.

*SHIP TO

ORDERED BY

The Japanese Holly shown below is well adapted to inside corner plantings, foundation plantings under picture windows and low hedge plantings in protected areas. This compact evergreen may be sheared closely and held to a height of 2 to 5 feet. Numerous varieties are available most of which originated in the Far East.



ILEX CRENATA CONVEXA

Two Fine That We Use

WILT-PRUF

Let Your Plant Beauty Show All Winter

Wilt-Pruf is the unusual material which forms a protective transparent plastic film on leaves and stems of plants. The Wilt-Pruf film retards all but a small fraction of water loss due to transpiration and thereby balances the rate of water loss to the reduced water-gathering capacity on new plantings, or on old plantings that are exposed to winter drought, searing winter sun, desiccating winds and other cold-weather hazards.

Wilt-Pruf is superior to the old type burlap and protective wooden fences. It truly lets your plant beauty show all winter and is far easier and less expensive to use than the old-fashioned methods.

Wilt-Pruf is an aid in protecting plants against quick freezes and unseasonable frost periods, although it is not generally considered to be an insulating material against excessively low temperatures which destroy plant tissue.

Wilt-Pruf should be applied by spraying outdoor plantings as late in fall as possible. A second application during the warm spell that frequently occurs in late February or early March is likewise desirable. Always dilute the concentrate with four parts of water, and apply on a day that is warm enough so that it will dry before it freezes.

Products

Ourselves

HOLLY-TONE FERTILIZER

For Holly, Azaleas, Rhododendrons, Evergreens

Holly-Tone is the completely balanced acid plant food made up from horse-shoe crab, dehydrated poultry manure, tobacco meal, castor bean meal, animal tankage and fortified with inorganics, resulting in a 4-6-4 analysis. It likewise contains minor trace elements to allow your plants to grow nicely and with good color.

Holly-Tone, being an organic fertilizer, will not burn your plants. It should be used on new plantings as well as established plants. On new plantings we suggest about 2 to 3 pounds when planting in a well-prepared, 3-foot hole. For established plants use a pound to each inch of trunk diameter. Triple rate of application on trunk diameters of 3 or more inches.

Holly-Tone should be applied twice yearly, during spring and again in early fall. A surface mulch of leaves, grass cuttings, coarse manure or peat moss 2 to 4 inches thick will help to retain moisture and keep down weeds. Periodic watering will keep your plants growing actively and make them more attractive at all times.

We humans generally eat 3 times a day every day. Give your Hollies a break and feed them twice a year every year and you will be well rewarded.

TO Native American Holly Farms
Manheim, Pennsylvania

Date.....
Phone Number.....
*Express Office.....

Please ship the following via Parcel Post except for the 100-Pound size Holly-Tone which is to be shipped Railroad Express Collect.

*SHIP TO

ORDERED BY

.....
.....
.....

12	5 Pounds Holly-Tone Fertilizer.....	\$1.95
	10 Pounds Holly-Tone Fertilizer.....	2.95
	*100 Pounds Holly-Tone Fertilizer.....	8.75
	1 Quart Wilt-Pruf (makes 5 quarts).....	\$4.50
	1 Gallon Wilt-Pruf (makes 5 gallons).....	13.50

Total \$.....

Pennsylvania Residents must add Sales Tax \$.....

Amount Enclosed—No. C.O.D. Shipments \$.....



ILEX CORNUTA BURFORDI

One of the few known red berried Hollies that will set fruit without pollination. Burfordi is a vigorous grower, sets abundant fruit but frequently will not survive extreme winters so it should be given ample protection.

Species of Holly

There are over 500 recognized species of Holly, and many more that have not been validated. Most of these are of little or no significance to the average person, and we will mention only a few of the more commonly recognized varieties.

Ilex opaca (American Holly). Leaves are dull to glossy green and vary in size and shape. In general, the American Holly has a very definite spine tip on the leaves and the fruit is predominantly bright red, although some varieties produce yellow or orange fruit.

Ilex crenata (Japanese Holly). Small, boxwood-like leaves and black fruit.

Ilex Aquifolium (English Holly). Large, glossy green leaves with prominent spines and red fruit. There are many variations of English Holly; the leaves may be entirely green, or they may have a variegated edge or center. The fruit is generally red but on some varieties it may be yellow or orange. There are also some sterile varieties that bear no fruit.

Ilex cornuta (Chinese Holly). Leaves are dark green and generally have only about five spines. The fruit is usually red, although some varieties produce yellow fruit.

Ilex cornuta Burfordi. Leaves are generally dark glossy green with a varying number of spines, from one to three. This Holly berries profusely with quite large fruits which hang on like cherries. The variety is self-pollinating but a male Cornuta nearby will cause more berries to mature.

Propagation of Holly

The natural way to produce any plant or tree is from seed. Hollies may be produced in this manner, but in so doing there is no assurance that the seedling when sprouted and grown will have the same leaf formation, color or berrying characteristics as the parent tree. It cannot even be said whether the tree will be a male or female. Various sources indicate it is quite likely that 15 to 20 male trees germinate for every female, when grown from seed. Most Hollies require approximately two years for the seeds to germinate, so if you intend to attempt to grow any Holly seedlings be sure to plant them where they can be cared for over a two-year period without being destroyed.

The normal and practical way to produce Hollies is by grafting, budding or planting cuttings from the tree that you wish to reproduce. Because there are both male and female Holly trees, it is necessary to root cuttings from both sexes in order to have known male and female stock available. Remember that it is the female tree that produces the berries. Carefully mark all your cuttings so that at a later date you will know which is which. Cuttings from a female tree will produce another female tree when rooted, and the same holds true of the male.

When selecting Holly cuttings always use current years growth from proven stock. Cuttings may be started after the spring growth has "hardened off." Plant in a 50% mixture of sand and peat and keep well watered.



Sex of Hollies

Most Hollies have a definite sex—that is, either male or female. It is impossible to tell them apart until they are old enough to blossom, since the leaves and general appearance of both sexes are identical. The flower of the female tree when pollinated forms the berry. Although the male does not bear fruit, it is necessary to have a male tree close enough to the female so that the bees and insects as well as normal air currents will carry the pollen from the male or staminate flower to the female or pistillate flower.

Your Holly will bloom in early May. The difference between the male and female trees can be determined by noting the difference in the blossoms. The flowers of the male tree grow in clusters and the stamens are large and erect, and the pistil or center of the flower is quite small. On the female Hollies we find only one flower on a stem, the stamens appear small and withered, and the pistil is a large greenish knob which develops into the berry when pollinated by the male flower.

In the growing of isolated Hollies it must be remembered that trees of both sexes must be in the immediate vicinity in order to have the female produce berries. Hollies have been known to produce berries when the trees have been separated several miles, but there is no assurance that pollination will take place at great distances. It is best to plant them as close as practical,

and more complete pollination will take place if they are within several hundred feet or closer.

In the planting of different species of Holly you must have a male tree of each, because Hollies do not generally cross-pollinate between species. That is, you must have both a male and female American Holly and a male and female English Holly in order to produce berries on each species.

If your Hollies do not produce berries, one or more of the following causes may well be the reason:

1. Possibly your Holly is too young to bloom and bear fruit.
2. Possibly both of your trees are of the same sex.
3. Possibly your male and female tree are of different species.
4. Possibly your male tree does not bloom at the same time as the female.
5. Your Holly should be kept well fertilized to obtain good natural growth, and it should be kept adequately watered in hot dry weather. If the tree appears diseased, see your nurseryman.
6. If none of the above causes are prevalent, sometimes a good root pruning will be sufficient stimulant to force flowering and berries.



STAMINATE MALE FLOWERS (*Ilex Aquifolium*)

The Male is recognized by the abundance of flowers, the plump yellow anthers and the abhorted pistil.



PISTILLATE FEMALE FLOWERS (*Ilex Aquifolium*)

The Female is recognized by the fewer flowers, the withered whitish anthers and the plump pistil.

Specimen Hollies

We grow Hollies exclusively and have not found any method to short-cut the growing cycle and still produce quality plants in less than eight to ten years.

We have selected the finest parent stock to produce Hollies of excellent growing habits, berries, leaf formation and color. Plants that do not have all of these good characteristics are discarded.

All of our specimen Hollies have been grown in 5-gallon containers and will be shipped in the same container in which they were grown. This method of handling assures you of about a 50-pound root ball, which makes the transplanting job easy. You will receive Hollies with a good start in life, and there will be no transplanting setback when the tree is moved.

Our specimen Hollies are generally 3 feet and taller, well branched and guaranteed to please you. All plants of this size are shipped in an open-mesh bag so you can see exactly what we have sent prior to unpacking. If you are not pleased with the plants we have selected for you, don't unpack them. Just retag and return them to us via prepaid railroad express within 5 days after arrival, and the cost of your Hollies will be refunded. This you will agree is an outstanding and unusual offer.



Gift Certificate

In addition to the small greeting Hollies we have large, nicely branched American Hollies (*Ilex opaca*), 3 feet and larger. These plants are adapted to a wide growing area from New England south and as far north as southern Michigan. All Hollies are as described on page 22.

THE PLAN WORKS AS FOLLOWS

Upon receipt of your order we send a small greeting Holly and at the same time inform the recipient that at proper planting time they will be receiving from you a living specimen Holly that is ready for outdoor planting. Complete instructions for planting and care are included with each shipment.

GIFT CERTIFICATE AND PERSONAL ORDER BLANK

TO Native American Holly Farms
Manheim, Pennsylvania

Date.....

Phone Number.....

*Express Office.....

Ship via railroad express the following Ilex opaca, American Hollies, as described on Gift Certificate plan on back of this page. Prices are for one shipment to one destination.

.....1, Female Specimen Holly	\$12.95.....	If shipped prepaid \$16.95.....
.....2, One Female and One Male	25.90.....	33.40.....
.....3, Two Female and One Male	38.85.....	49.60.....
.....4, Three Female and One Male	51.80.....	65.55.....
.....5, Four Female and One Male	64.75.....	81.25.....
If you want Gift Certificate Holly sent, add	<u>3.00.....</u>	<u>3.00.....</u>

Total \$.....

Pennsylvania residents must add Sales Tax

Amount enclosed—No. C.O.D. shipments \$..... \$.....

*SHIP TO

ORDERED BY

Specimen plants also available for spring and fall shipments



ILEX OPACA
(SPECIMEN AMERICAN HOLLY)

Planting of Hollies

Your container-grown Holly should be planted in well-drained ground and will grow almost equally well in any kind of soil, if proper precautions are observed when planting. Holly may be planted outside any time the ground is open, but it is generally agreed that the best period is during the dormant season. A potted Holly obtained during the Christmas season should be planted outdoors just as early in the year as the proper hole can be prepared. When kept indoors over winter, see page 7 for instructions.

When planting your Holly always dig the hole 2 feet larger in diameter and 6 inches deeper than the container in which it was grown. To get best results the Holly must be planted in prepared soil consisting of a mixture of half oak leaf-mold (or peat moss) and half top soil, to which has been added about 3 pounds of Holly-Tone fertilizer mixed right in the soil.

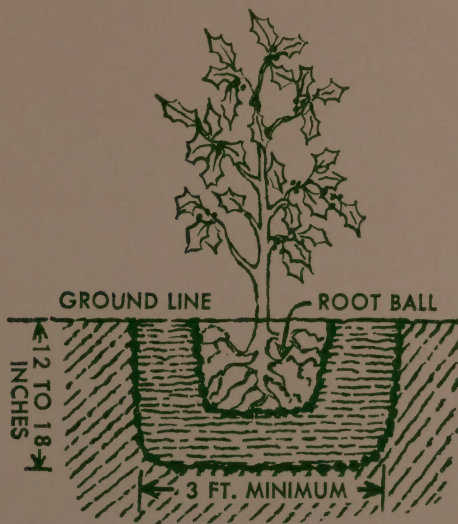
When digging the hole keep the top soil separate from the sub-soil. Discard the sub-soil, since you will add enough leaf-mold or peat moss to replace it.

After the hole has been prepared to the proper size, back-fill the hole sufficiently with the prepared soil mixture to bring the Holly up to ground level. Water base of hole thoroughly and allow the water to soak into bottom of hole. Remove the plant carefully from the container being careful not to damage the root

system. Locate your Holly carefully in the hole and back-fill with the previously prepared mixture. Tamp firmly, then water thoroughly.

Most people prefer to use the female or berry-producing plants in the more conspicuous locations and plant the male tree in a more isolated spot on the property. It is very desirable to locate several female Hollies so that they will be symmetrical with the front, side or rear of your residence.

English Hollies may be planted very successfully in partial shade and protected areas. Try to locate them so that they will get a minimum of winter sun. American Hollies prefer bright open sunlight for best growth and color, and exposure is not important.







ILEX CASSINE



ILEX CASSINE ANGUSTIFOLIA



ILEX VOMITORIA

These Hollies are a group of unusual evergreen plants in the Holly family that are native from Washington D. C. to Tennessee and south to the Gulf coast. *Ilex vomitoria*, sometimes called Yaupon Holly has the highest caffeine content of any native Holly and has been used in the past to make beverages.

Holly Hedges

Hollies may be used very successfully as a hedge, and no plant or tree will do a better job. Hollies planted 36 to 48 inches apart will make the most beautiful hedge imaginable. It may be severely trimmed to keep it low, or it may be allowed to grow to a considerable height and still be a thing of beauty. Hollies planted as a hedge can be trimmed either formally or allowed to grow naturally into a very dense, natural-looking barrier. When planted in this manner Hollies should be planted in a trench of prepared soil and should be accurately spaced.

Transplanting Large Hollies

A large Holly can be transplanted successfully if a trench is dug around the tree a year prior to moving. Simply dig the trench the size of the earth ball that you intend to move with the tree, and then back-fill with good soil rich in humus. Allow the tree to remain in its present location until next year, and you will find that the root system has become much denser close to the tree because of the root pruning given it a year ago, and the Holly will survive transplanting much more readily.

Care of Hollies

If you did a good planting job, the battle is practically won insofar as the life of your Holly is concerned. During the first few years after planting, be sure that in the dry summer weather you water thoroughly every week or ten days in about a 6-foot circle around the tree so that the root system will be expanded rapidly. Do not water just a little every day; when you water, do it thoroughly.

In order for your Holly to make satisfactory growth it requires food. During the first few years after planting, complete organic fertilizer is excellent. As the tree becomes more mature, chemical fertilizers may be used in modest amounts with beneficial results.

Protect your small Hollies from rabbits by placing a wire screen around the trunks. Rabbits do not eat Holly, but they delight in sharpening their teeth on the branches and will chew them to bits if given the opportunity.

Hollies have three principal insect pests that attack them, namely scale, leaf-miner and red mite. Scale is controlled by spraying with a dormant oil spray in the spring just as soon as danger of freezing is over. Leaf-miner is controlled by spraying with 50% wettable DDT powder in the spring when the new growth shows two or three new leaves. Red mite can be controlled by spraying with Isotox Garden Spray. Complete directions covering concentration of spray will be found on insecticide packages.

Cut Holly

Your Holly may be trimmed at Christmas. Proper pruning will stimulate spring growth and also give you beautiful cut Holly for the holidays. Cut Holly should be handled just as you would handle cut flowers. Always place it in water, and it will stay beautiful for weeks.

Holly may be used in the making of Christmas wreaths either by itself or in combination with other evergreen material. It may likewise be used to advantage in the making of door garlands in combination with canes, evergreen boughs and brightly colored ribbons.

A Holly apple makes a wonderful ornament for doorways. This is made by selecting a firm red apple and drawing a narrow red ribbon through the core of it. Select nicely berried Holly tips about 3 inches long, and completely cover the apple by inserting the stems into the apple. Attach a small red bow in combination with mistletoe to the ribbon on the bottom of the apple, and hang in the center of the doorway. The juice of the apple will keep the Holly fresh during the holidays.

We have mentioned only a few of the many possibilities in order to show you what can be done with Holly as a Christmas decoration. All of the cut Holly that you can possibly use may be had from your own trees in several years if you decide to plant your trees now.



The best planting time is March, April, May, June, September, October and November. Nursery open daily and Sunday afternoons with special prices on Holidays.

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For That Sunday Drive

Just 6 Miles from the Pennsylvania Turnpike

U. S. DEPARTMENT OF AGR. CULTURE



Turn west at square 3 blocks to Penn Street. South on Penn Street $1\frac{1}{2}$ blocks to Holly Farms

Native American Holly Farms

115 S. Penn Street

Manheim, Pennsylvania

PHONE: MOhawk 5-2156

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